

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



Extension Service REVIEW

With surplus and distribution problems growing more and more complex, extension work in marketing has doubled in the last 10 years. The farmers assisted last year handled, individually or through cooperatives, \$640,000,000 worth of farm commodities and included one-fifth of the farmers in the country.

OCTOBER
1939

Vol. 10 • No. 10





Emphasis on Marketing

■ "There is a growing interest in efficiency in marketing," said the Secretary of Agriculture recently in talking to a group of county agents. The importance of Secretary Wallace's statement is apparent to many county agents and farmers. Distribution seems to be the key to the paradox of poverty in the midst of plenty—malnutrition and food surpluses side by side. The pressure increases for more facts, for more study of economic laws which govern the market place and of the regulations necessary to maintain order and balance in distribution, and for more help in perfecting market organizations.

Cost of Distribution Increases

From the agents' standpoint, reducing the margin between the producer and consumer is perhaps one of the major issues. Local surveys of distribution costs as well as discussions of these costs in farmers' meetings are features of the work in many States. For a number of years the spread between prices paid by consumers for food and prices received by producers has been widening. The cost of distributing 58 selected foods has been gradually increasing since before the World War, according to the Bureau of Agricultural Economics. The percentage of the consumer's food dollar which was paid for transportation, processing, and all other marketing costs increased from an average of 45 percent for the 8-year period 1913-20 to 54 percent for the decade 1921-30 and to 59 percent for the years 1931-38.

Causes of Increase

These increased costs have been brought about largely through duplication in marketing methods, facilities, and services; a lag in the change of fixed costs to conform to a falling price level which has prevailed during most of the period; legal barriers to interstate trade; increased costs and services in

packaging, processing, and advertising; as well as a certain amount of inefficiency, speculation, and excessive waste in distribution.

Many of the increased costs in marketing have arisen from the performance of new services for consumers. These new services plus other marketing functions caused the percentage of workers gainfully employed in the field of distribution to increase nearly 600 percent between 1870 and 1930. This may be compared to an increase of approximately 275 percent for all occupations during the same period.

In many instances the costs of marketing add more to the cost of farm products than all the expenses incurred in production. The farmer is concerned with getting his marketing services performed at the lowest cost. With rapidly changing economic conditions, shifts in demand, and changes in transportation, resulting in necessary changes in the methods of marketing, farmers feel the need for more information.

The farmer needs to know these and other facts which pertain to his problem. He needs to study the latest information available, to talk it over, and to cope with his problems in the light of facts.

Department Reorganizes

To better meet these needs, the Department of Agriculture has reorganized its forces. All of the marketing and regulatory activities are being coordinated in order that they may receive the same concentrated attention as the problems of conservation and production. This coordination is directed by the Office of Marketing and Regulatory Work. In an article in this issue of the REVIEW, Director A. G. Black tells extension workers something of the organization and objectives of this Office.

The Extension Service also is giving marketing problems a larger place in the program. Speaking recently to representatives of the State bureaus of markets, Director Warburton said that the extension agents and

specialists are now doing twice as much work in the field of marketing as they were 10 years ago.

The volume of work done has steadily increased from year to year until last year about 1,200,000 farmers in 18,500 communities were helped with their marketing problems either as individuals or as members of cooperative marketing and purchasing groups. This is about 1 in every 5 farmers in the United States. These farmers handled through cooperative organizations products valued at more than \$640,000,000. To assist agents in this big undertaking, 125 State marketing specialists are spending all or part of their time in marketing work; and 4 Federal extension economists spend most of their time on marketing problems.

Presenting the Facts

Agents and specialists are using many ways to present effectively marketing facts to farmers. The county cooperative councils in Minnesota, an outgrowth of discussion groups, are doing an effective educational job in talking over the reasons for cooperative marketing and the problems which these associations are up against. Mr. Dvoracek, whose excellent job in organizing discussion groups has been reported in a previous issue of the REVIEW, tells on the opposite page how this method is working in the field of marketing.

Some other methods of dealing with special marketing problems are described on the following pages. The one-variety cotton movement in Oklahoma, the quality egg campaign in Connecticut, the marketing tours in Indiana, and the realistic handling of the problem of distance from markets in Oregon have all been effective on some phase of the marketing problem.

In the consolidation and coordination of the marketing services of the Department of Agriculture, it is clear that greater emphasis has been placed on efficient marketing and its importance in the solution of agricultural problems.

EXTENSION SERVICE REVIEW

For October 1939 • Lester A. Schlup, Editor

Published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The REVIEW is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D. C., at 10 cents per copy or by subscription at 75 cents a year, domestic, and \$1.15, foreign. Postage stamps are not acceptable in payment.

EXTENSION SERVICE, U. S. DEPARTMENT OF AGRICULTURE, WASHINGTON, D. C. • C. W. WARBURTON, Director • REUBEN BRIGHAM, Assistant Director

Teaching Cooperation Through County Cooperative Councils

D. C. DVORACEK, Extension Marketing Specialist, Minnesota

From a general discussion of the problems of cooperatives in farmer group discussion meetings in Minnesota, the idea of a county council of cooperatives developed. The general plan of county councils is to get directors of all types of cooperatives, creameries, elevators, oil associations, and others to discuss the problems of cooperation, thereby giving board members training in the management of cooperatives. Informing and training directors is the first step towards educating members. Discussion results in acquaintance which in turn breeds confidence. Ability of a group to sit around the table and discuss their common problems cannot fail to be productive of valuable results.

In setting up a county cooperative council, much depends on the interest of the county agent in the project and the time he has available to devote to it. A good way of arousing interest is to present the council idea to board members at regular or specially called meetings. If special meetings of boards cannot be arranged or attended, a general meeting of all board members of the county can be arranged with a special invitation to each individual member.

Once the council is organized, a program attacking specific problems must be mapped out. Plans must be made to adapt the council program to recognized problems, discussing first of all the principles and the philosophy of cooperation, market practices and services, and the specific problems of operating commodity cooperatives. The council presents an opportunity for organizing study groups at which various topics of interest to cooperatives may be studied.

A campaign to "know your own cooperatives" has been found worth while in Minnesota from the standpoint of arousing interest. The preparation of dot maps, showing the location of members of the various co-

operatives as a means of defining the areas served by given cooperatives, has been found interesting and worth while. Individual dot membership maps can be assembled, by commodities, into a county map showing the degree or extent of overlapping of territories of the neighboring cooperatives. Such maps tend to visualize the cooperative organization of the county. A historical study of the annual reports of cooperatives, going back as many years as possible, and selecting significant items such as volume of business, number of patrons, and total indebtedness, can be made and the charts prepared, showing the progress of the various items through the years. These historical charts can be used to advantage at annual meetings in informing the membership of the business operation of their organization.

The expansion of the cooperative council idea has not been pushed here, but an attempt was made to establish a few active councils as demonstrations of their possibilities. Interest has developed in 18 counties to date, and additional counties are requesting that work be started. No revolutionary results were expected, but the sustained interest in the council idea and work being done in these counties is promising indeed. Some counties have taken a more active lead in this project and naturally are achieving more positive results.

One county has demonstrated its ability to conduct meetings without outside help. This county early elected a board of directors and adopted articles of association, appointed a program committee, and worked out a tentative program. In the fall of the first year a cooperative exhibit was prepared for the county fair. The same year a cooperative institute and regular quarterly supper meetings were held. These "feed" nights have done much to develop a closer acquaintance,

greater confidence, and interest in the council. This council sponsored a county-wide cooperative picnic this summer, discussed clover-seed marketing, and is now in the process of forming a county marketing cooperative.

Two councils have probed the possibility that cooperative creameries in the county might eliminate unfair pricing methods. They have not been entirely successful in bringing this about but have made distinct progress in that direction. This is going a long way toward developing a definite feeling of cooperation among the creameries. County councils have aided and encouraged the organization of an REA project. They have suggested the possibility of hiring a cooperative fieldman to work among all the cooperatives in the county.

Other county councils have become interested in the study of a cooperative health service. All the counties have considered new fields for planned cooperation. A notable example is the building of a county-wide processing plant to service local cold-storage locker units as a means of saving cost. Other counties are studying a district set-up to market livestock.

Without question, the county cooperative council has possibilities as a tool for more effective educational work among all cooperatives. Where it has been given a fair trial in Minnesota it has resulted in developing confidence among board members; in making the discussion of common marketing problems possible; in emphasizing the need of educating members; in bringing the cooperatives closer together and making joint projects possible; in starting a plan of farm marketing on a broader, more efficient basis; and in developing a new, active leadership in marketing. Time spent with councils is considered time well spent.

The Rural Urban Idea Takes Root

■ Six months ago Secretary Wallace called a group of 50 women to Washington to counsel with him on the agricultural policy and to discuss whether or not an abundance in American homes of today is possible. These women caught a vision of what cooperation among farmers, industry, and labor might mean in solving some of the problems which face America, and they went home to instill some of the leaven of this three-way cooperation in their own communities.

As a sample, take Mrs. Robertson, a farm woman from Wyoming, who writes: "I must admit the time spent at home has been limited since I returned—one report after another. The last one, yesterday afternoon, is so fresh in my mind because there was an audience of between five hundred and six hundred people. My next report will be tomorrow afternoon about 45 miles from here. Last week I spoke to the Mt. View Grange at Cody, and so it goes." Or from Mrs. Piper, a farm woman from Oklahoma, who writes: "I am sending you a copy of some of the reports I wrote as soon as I returned from Washington. The papers asked for the material. One paper put it all in one issue, but the other ran it for several days. So many seem to have read the reports. Farm people and business and professional people still talk to me about my trip and tell me that they read the articles I wrote."

Everywhere small groups are discussing the question which Secretary Wallace challenged the American women, both rural and urban, to think about and to talk about. In Indiana a discussion group made up of about equal numbers of rural and urban women representing labor, agriculture, and industry, as well as consumer and producer organizations, discussed the Secretary's questions in Indianapolis in July. Other meetings are planned for the near future. Mrs. Alice Belester, a delegate to the Washington meeting representing the Consumers Service Council, arranged a conference in Chicago which resulted in a series of meetings later. Mrs. Kathryn Van Aken Burns, home demonstration leader in Illinois, arranged for a similar conference for the whole State.

In Texas, Mrs. W. G. Kennedy, a farm woman and vice president of the Texas Home Demonstration Association, gave a fine report of the Secretary's conference to the women of Texas attending Farm and Home Week. Following this, the Extension Service took the initiative in arranging for a conference held early in the fall. Mrs. W. C. Pou, farm-woman delegate from North Carolina, also reported to the farm women of her State at Farm and Home Week.

Mrs. Elbert Piper, head of home demonstration groups in Oklahoma, also reported to the women of Oklahoma at Farm and

Home Week, concluding with this stirring challenge:

"Of course, there is a dark side to the condition of many farm and city homes; yet, as Americans we have the best opportunities of any people on the face of the earth. We can change the dark picture, and we will when people realize we must work for the advancement of all groups and not of one particular group. We are all Americans. We must teach, act, and live Americanism. Then there will be no place for totalitarianism, communism, or any other 'ism.' The power of government is in the hands of the people. We do not realize sufficiently our responsibility as citizens of a democracy. We have a duty and responsibility toward every child in this land."

The determination to do something like this was often expressed in the conference as Mrs. Parkinson, an urban woman from Mississippi, phrased it. "Something like this must be undertaken all over the country in order that we may create good will. I think there is in the American people the ability to overcome any difficulty if they first realize what the difficulty is and then cooperate. * * * We must get together. I personally feel that we have got to get a little religion into it. It has to be more than just how much a man can eat."

Another rural woman expressed her convictions in this way: "It seems to me that it has been proved that when the farm income is down we have a lot of unemployment because we are not able to buy tractors, furniture, paint, lumber, and things that are the products of industry. I think also that we must have, as has been spoken of many times today, a better understanding between rural and urban people. I do not know of any better way than when we leave this conference today I will spot an urban woman and an urban woman will spot a rural woman, and say, 'Will you come to our group and talk to us about your problems?'"

An urban woman, Mrs. Dorothy J. Bellanca, vice president of the Amalgamated Clothing Workers of America, New York City, threw down the gauntlet to the Department of Agriculture, saying:

"Is the Department of Agriculture doing enough to create greater abundance for the American home? You are planning a big job for the Department of Agriculture. I can't see how the Department of Agriculture can do it by itself. I think you need to have the cooperation of the Department of Commerce; that takes in industry. You need to have the cooperation of the Labor Department; that takes in labor. I don't think that one individual Department can secure the abundance for the American homes that need it, because the problem involves an interchange

between farmers, labor, and industry; and we have to work together to bring that about. * * * You may have the most elaborate program or very intelligent program, a program that is very useful to the farmer and one that will eventually react on the worker, the laborer, but if you are not supported by industry, if industry's wheels are idle, well, your program will not work."

And so the 50 women delegates have gone out into the highways and byways of their home communities, city and country, reporting what women representing other groups and other sections of the country think of the agricultural program and of the need for more understanding of the facts as seen by other groups of people, if abundance in American homes is to be a reality.

The idea struck deeply into the hearts and lives of the women. Dr. Anna Spiesman Starr, an urban woman from New Jersey, brought it home in the closing remarks of the conference when she said:

"When we go home our children at home are going to say 'Mother, what have you been doing all this time?' and I am going to try very hard to give them a broader glimpse of what it means to be a responsible citizen. I think we are wrong if we have felt it is our job just to keep house instead of making our boys and girls realize that making homes is the greatest and most challenging job in the whole world, out of which comes abundance of living; the realization of duty well done; and a vision toward a future which more nearly realizes the best any of us can do. I call that abundance. I think just numerical statistics will not do it, but I think it has to be a gleam in the eye, a push and an urge, and a faith in ourselves and in our neighbors and people far beyond that point which is 'sensible.'

Reed Is New Director in Indiana

Harry J. Reed, the new director of Extension in Indiana, was born on an Illinois farm. After graduating from Purdue University he operated a farm in Harrison County, Ind., for 3 years. In 1913 he became one of the first county agents in the State, and after serving as county agent in Parke County for 3 years, he returned to Purdue University, first as associate in horticulture and later as assistant director of the agricultural experiment station. In 1918 he was named farm director in charge of the outlying experimental farms which are owned and operated by the experiment station. In that capacity he has done much in the development of these experimental farms.

Cooperation Brings Cotton Out of Chaos

The one-variety cotton-improvement plan in Oklahoma is bringing cotton out of chaos. The idea has spread rapidly; 9 community associations produced 2,600 bales of cotton on 9,623 acres in 1937; 88 communities and county-wide associations in various stages of organization in 30 Oklahoma counties planted 400,000 acres of cotton with pure seed of standard variety in 1939. Jackson, Harmon, Greer, Caddo, and Blaine Counties have county-wide associations with more than 90 percent of the cotton acreage in the same standard variety. Agents from two of these counties here explain how the plan works.

Four Thousand Producers Cooperate

L. I. BENNETT
County Agent

■ In the spring of 1934, cotton-improvement work was started in the Lookeba community of Caddo County through the Farmers' Union Cooperative Gin and Louis Clay, a good cotton producer of that ginning community. L. W. Osborn, extension agronomist, furnished Mr. Clay 75 pounds of Acala Shafter cottonseed for demonstrational purposes. That year, Mr. Clay seeded the 75 pounds of cotton on 12 acres of land and produced 6 and a fraction bales of cotton. This cotton had a lint percentage of 41 and a staple of 1½ inches. From this modest beginning, Acala cotton has spread over the county until in the 1938 crop season more than 80 percent of the cotton produced was of that variety.

The Lookeba One-Variety Community was organized in 1935, and in 1938, it had more than 5,000 acres of registered Acala cotton being produced by its membership of 171 growers. In 1938, cotton produced by this community was accepted by the Government for export, and more than 1,000 bales of cotton was exported last year. Since 1935, this community has been a member of the Oklahoma Crop Improvement Association and is producing and marketing cotton under the tags of the State association. During the 1938 and 1939 seed-marketing season, more than 15,000 bushels of seed was sold to producers in this section of the State.

From the success of the venture in the Lookeba community, the idea of a one-variety cotton has spread over the county. Last spring all the cotton communities in Caddo County were organized into one-variety cotton-improvement associations. The county now has 20 one-variety cotton-improvement associations producing strictly Acala cotton, with a membership of more than 4,000 pro-

ducers and an acreage estimated at 95,000 acres.

Eight thousand pounds of registered (yellow label) Acala Shafter cottonseed was distributed to these 20 communities for increase purposes. In addition to this, more than four carloads of California-grown (blue label) Acala cottonseed were needed to supplement the certified seed produced in the county by the Lookeba one-variety cotton-improvement association.

Most of the communities in the county have made application for marketing and classing service through the Smith-Doxey Act, and will be in line for an export marketing program this year.

A large measure of success of the one-variety work in the county must be given to Sid Ingram, gin manager of the Lookeba Farmers' Union Gin, who has worked untiringly with the assistance of Louis Clay and other producers.

One Variety Proves Merit

FLOYD D. DOWELL
County Agent

■ Cotton from one-variety communities in Blaine County has been even enough and attractive enough to make certain foreign purchasers ask for cotton from these communities. Farmers have not been slow in seeing the advantage of cotton of even grade and staple in attracting buyers, and this year 964 farmers have shown their faith in the plan by planting 22,304 acres to Acala cotton from quality seed of a known source. The only 2 farmers who are not producing Acala cotton this year had already purchased seed for 151 acres of Mebane before they knew the county organization was to be formed. Every bale of cotton ginned in the county in 1939 carries a card which identifies the bale wherever it goes as being produced by the

Blaine County Acala Cotton-Improvement Association.

One-variety cotton community work started in Blaine County in 1932 with 92 farmers agreeing to grow only Acala 5 cotton on 1,865 acres and to cooperate with a local gin in Watonga to maintain purity in the seed. A great deal of credit for the development of the movement is due the ginners and gin organizations. A ginner during the early formative period of one-variety community work really had to believe in the program to tell one of his old gin customers, who he knew was not cooperating in the program, that he could not gin his cotton, and that he would have to take it to some other gin.

The variety of cotton used by the cooperating communities changed from Acala 5 to Acala Shafter in 1934, because it was found to have a longer staple, to give a better gin turn-out, and to be more storm resistant. This variety has been very satisfactory. It is not uncommon to have 35 percent to 38 percent gin turn-out with 1 inch to 1½ inch staple. Each year our one-variety cotton communities have obtained the best foundation planting seed they possibly could for increase to furnish growers the following year. Most of this foundation seed has come from the California cotton-breeding stations.

The Farmers' Cooperative Gin Community of Greenfield has been one of the most successfully operated one-variety communities. This farmer-owned cooperative gin is free of all indebtedness and is paying good dividends each year. The community organization was approved and received the Smith-Doxey grading and classing service in 1938. It was also one of the two gin communities in Oklahoma to be chosen to participate in the one-variety cotton export program. The program was so effective that producers from all the other gin communities of the county, as well as ginners, asked for assistance in perfecting an organization which would make all communities eligible for the service. To meet this demand, the Blaine County Acala Cotton-Improvement Association was organized.

The classing and grading service now being offered to cotton-improvement groups was the final push that was needed to put Blaine County into a one-variety cotton-improvement association. As all producers wanted the service and all gins wanted to be able to offer the service, it was easier to organize a one-variety county association to give all producers and all communities equal service and recognition for their progress in an improvement program than to organize separate community organizations.

The Extension Service not only put a cotton program into effect in this county, but the cotton program deserves a lot of credit for strengthening extension work.

Quality Overcomes Distance

ROBERT G. FOWLER, Jr., Special Extension Assistant in Oregon

■ The pioneers who shook the Mississippi Valley soil from their heels in the 1840's and 1850's and struck out westward to the new frontier, the Oregon country, were a hardy lot. Gold lured many of these early adventurers; new homes in the verdant wilderness drew others. The homemakers became subsistence farmers, dependent upon their own farms for a living. They gave little heed to the 3,000 miles that separated them from the more highly populated sections of the East.

Oregon grew to statehood. Modern civilization displaced the old subsistence standard. The foot-loose moved on to other frontiers. Through natural productivity of soil and climate, Oregon agriculture took firm root, and the State soon loomed on the horizon as an exporter of agricultural goods.

A brief glance over the past 25 years of extension in Oregon in this, the silver anniversary of the passage of the Smith-Lever Act, shows a steadily mounting interest in the field of marketing. Farmers look more and more toward out-of-State markets to sell their products. All eyes are centered upon the deficiency-producing areas of the East. With this outside marketing activity came a problem which originated unwittingly with the pioneer movement to this Oregon country nearly 100 years ago. Distance! Extension leaders have been aware of the great distance obstacle, and over the past quarter century have striven to turn Oregon export production into channels where a comparative advantage is enjoyed and to eliminate those commodities not bringing favorable returns when the freight bill is paid.

Apples have become the classic example of the latter. Shortly after the turn of the century, promoters flooded the East with photographs and propaganda extolling the life of a gentleman farmer and lured their clients to this "apple utopia" with the slogan, "Sit on the porch and watch 'em grow." Clerks, school teachers, and farmers stampeded to the apple paradise. Soon Oregon had 70,000 acres of apples, many, many more than the local market could use. In normal years, 40 other States produce apples; and such States as Michigan and New York, on the market doorstep, began to invade the fancy, high-quality trade needed for Oregon apples. Losses were staggering. The apple acreage, through a long-time extension campaign, has been gradually reduced to 20,000 acres, a reasonable figure.

The apple catastrophe taught Oregon exporters a lesson. Then, what does Oregon produce for export in which it has a market advantage? The question is easily answered—those commodities which have a small-bulk,

high-unit value. A small seed industry, through work on the part of the experiment station, has grown and quadrupled since 1930. In 1938 this industry was valued at \$4,500,000 to Oregon farmers. Legume seed, making up a large part of the industry, finds a place in southern cotton rotations. Bentgrass seed, \$350,000 worth annually, is used in most lawn-grass mixtures. Alfalfa seed is growing in popularity in cut-hay regions. These markets are expanding.

Frozen-pack foods are opening a new field in small-fruit and vegetable growing in the truck-garden sections. The canning industry has doubled and redoubled itself many times in the past 20 years.

Cooperative marketing organizations have been helped along by the extension staff as a means of eliminating unnecessary middlemen and to facilitate large-group marketing and bargaining economies. These cooperative agencies handle sizable amounts of produce annually, and some gross into the millions of dollars each year.

The Interstate Creameries, Portland, a federation of 11 local units with a membership of more than 6,000 dairymen, was organized in 1930 to stabilize and improve butter-marketing conditions in the State. The extension specialist in marketing served as chairman of the original organization committee, and the entire extension staff aided in the development

of the local units. In 1937, this agency did a gross business of \$5,729,354. As a direct result of this and other improvement work, butter grades in Oregon have been materially raised. Nine years ago, 20 percent of the creameries in the State produced butter that scored below 90 percent. Now, only 2 percent do. The extension staff has held down the enthusiasm for country cross-road cheese factories and condenseries and has turned the dairyman's interest to butter manufacturing for the nearby California market.

County agents do not serve as active administrative officers of these cooperative organizations but in many places are secretaries. H. G. Avery, county agent in Union County, was the active influence in organizing the Blue Mountain Seed Growers' Association in 1935, which last year was the largest handler of crested wheat-grass seed and one of the largest handlers of Ladak alfalfa seed in the Nation. The membership has extended to six counties and is now actively pushing the new alfalfa wilt-resistant variety, Orestan, which is a development of the Oregon Experiment Station. All told, this selling group handled a half-million pounds of high-quality seed last year.

G. D. Best, county agent in nearby Wallowa County, gave assistance to the Wallowa County Livestock Shipping Association which handled 26,163 head of hogs, 2,921 cattle, and

Young creamery operators attending an Oregon short course see the first machine brought to the United States which pasteurizes cream in a partial vacuum, eliminating certain undesirable odors and flavors.



7,856 sheep last year. The Baker County livestock shipping group shipped 108 cars of livestock during 1937 for a gross return to farmers of \$201,000. The county agent, P. T. Fortner, organized the group.

The importance of marketing in the Oregon extension picture is not new. Oregon was the first State in the Union to employ a full-time extension specialist in marketing. He was the late G. Lansing Hurd. Someone has been assigned to this work since 1915.

Within a short span of 20 years, Oregon has developed a large-scale poultry industry. As late as 1918, eggs were imported into the State to satisfy local demand. Last year, some 500 carloads of eggs went to eastern markets. Through the Pacific Cooperative Poultry Producers, an organization with 1,552 members within the State, a \$2,500,000 gross business was done in 1938. This organization is a direct outgrowth of 10 cooperative egg circles organized in 1915 and 1916 by the extension staff.

The Pacific Wool Growers' Association, which markets wool and mohair for 1,700 to 3,500 members annually, was organized by the Extension Service in 1921. This firm has a former Oregon county agent, R. A. Ward, at its head.

Another former county agent, J. C. Leedy, formerly of Douglas County, heads the Oregon affiliate of the Northwest Turkey Growers' Association which was organized in 1932 to stabilize turkey prices, improve quality, and bring orderly marketing methods. Oregon exports nearly 700,000 turkeys annually to eastern markets.

A "wanted and for sale" service is a feature carried on in connection with the regular office duties of the Grant County agent, R. E. Brooke, for the convenience of nearby farmers and ranchers. R. M. Knox, Curry County agent, held two meetings of the wool growers in his county to formulate plans for disposing of the 1938 wool clip. Through the resulting agreement, a single buyer was found for the entire clip. The buyer enjoyed a saving by this large-scale purchase, and the price given to the growers was extremely satisfactory.

The standardization of wheat, a crop which supplies 15 percent of Oregon's agricultural income, has been a long-time extension project. Twenty years ago, there were close to 60 commercial varieties of wheat grown in Oregon. Now, there are fewer than 12. Standardization and improvement have put an estimated \$300,000 into the pockets of Oregon wheat ranchers annually since this reduction. Prior to the time the college went to work on this project, 33 percent of the wheat entering the Portland market was graded mixed, resulting in price dockage. In 1937, only 5 percent came within this grade.

Oregon county agricultural agents, either directly or indirectly, aid marketing. These men are instructed to aid selling organizations and always boost quality production.

Developing a Marketing Agreement Which Commands Popular Support

WILLIAM M. CASE, Extension Horticulturist, Colorado

■ Colorado's Federal marketing agreement governing interstate shipments of cauliflower and peas from the State's fertile San Luis Valley has increased the incomes of the growers materially each year since it was put into effect in 1934.

This agreement, providing for orderly shipment of cauliflower and peas and regulation by grades and sizes, is still in effect. Prices of cauliflower have never fallen below 30 cents a crate to the growers since the agreement was established, whereas previously the price had dropped to as low as 10 cents a crate at times. Such a price resulted in a substantial loss because it did not even cover the cost of harvesting. Under the agreement the marketing of high grades of peas has made it possible for growers to recapture markets that had been lost through the shipment of the poorer grades.

However, the greatest benefit derived from the marketing agreement has been the experience gained by the farmers in the actual marketing of their own produce. This experience has made it possible for them to discuss markets and marketing as intelligently as the shippers. When the control board which administers the agreement meets, growers and shippers work together harmoniously in meeting their common problems.

Before the marketing agreement became effective, from 1931 to 1933, prices for peas and cauliflower were so unsatisfactory that growers felt something must be done. Enactment of the Federal marketing agreement law in 1933 seemed to provide the machinery for a workable plan.

County agents called meetings of growers to explain the marketing act. In addition mass meetings were held at which all the information available was presented and discussed. The simple question, What should be done and what can be done to improve the incomes of the growers? furnished the theme. Out of these meetings of growers and shippers came suggestions which were incorporated into a proposed marketing agreement that was submitted to the Secretary of Agriculture. It was agreed that regulation of shipments by grades and sizes would probably prove most beneficial.

The first few meetings of the control committee, after the agreement became effective, showed the lack of faith and confidence between the growers and the shippers. Into this breach stepped the Extension Service and the AAA marketing section to supply unbiased facts and information that were

used as a basis in the deliberations of the control board.

This experience with marketing agreements indicates that the following steps are essential in the development of plans for improved marketing conditions: First, compile complete, accurate information on the relative position nationally, on the production and on the marketing of a crop. Present this information to farmers and shippers with no suggestion of what should be done. Then ask the questions, Do you believe this situation will take care of itself? If not, what can and should be done? How can the program suggested by the industry be made to work?

The possibilities and limitations of Federal marketing agreements should then be clearly explained. If provisions of this Federal marketing law seem necessary to meet the situation, a committee should be appointed to draft and present a proposed marketing agreement to the Secretary of Agriculture.

Once the program is outlined, the Extension Service has the responsibility of seeing that the suggested plan is thoroughly understood by all shippers and growers, so they may vote intelligently on the proposal.

To be successful, a marketing agreement must be so sound economically, so practical, and so necessary insofar as its compulsory provisions are concerned, that it will receive popular support and willing cooperation from a large majority of the growers and shippers. If the program has to depend too much on the threat of law it will not work, because it is either basically unsound, or the people are not ready for it.

Experience shows the judgment of the farmer is sound if he is given complete information on which to base his judgment.

Based on their experience with Federal marketing agreements, Colorado farmers and shippers this year have sponsored legislation which was enacted to regulate interstate movement of many of their crops.

■ Farmers of the West Ottawa soil-conservation district in Michigan launched their battle against wind erosion this spring by compiling an amazing tree-planting record. According to Frank W. Trull, district leader for the Soil Conservation Service, approximately 750,000 trees were set out by farmers of the district, who are determined to stabilize the blowing sands of the area. The West Ottawa farmers have lined out approximately 100,000 trees to be set in the field.

Coordinated Services and Programs for Agricultural Marketing

Dr. A. G. BLACK, Director of Marketing and Regulatory Work

Marketing activities assume greater importance in the long-time farm program and Dr. Black tells how the Department has reorganized to meet the need. Government reorganization has brought to the Department the Rural Electrification Administration whose contribution to the general goals will be discussed next month in the eleventh of the series on the Department of Agriculture.

For many years the research and educational activities of the Department of Agriculture and the land-grant colleges were confined largely to various phases of agricultural production. This was perhaps as it should be. The emphasis reflected accurately the primary needs of the times.

Better strains of livestock, improved crop varieties, efficient soil fertilization, effective disease and insect pest control—all contributed to more efficient production and usually to increased production. The farmer faced no serious difficulty in selling his crops.

Agricultural marketing problems, however, have become increasingly important in recent years. The distributive system became more and more complex as modern transportation facilities broadened the individual farmer's home market to include the entire country. Difficulties increased after the World War. Rapidly changing conditions in other nations, a shift in status from a debtor to a creditor nation without a relative increase in imports, and a United States farm plant still geared to the level of war demand, added to the problem. The agricultural producer found that his crop, no matter how efficiently produced, too often failed to find a profitable or regular market.

The Department and the colleges naturally took steps to help the farmer meet these new marketing problems. Producers were aided in forming cooperative marketing associations. Many special services were developed for assisting individual farmers in their marketing operations. In more recent years, the concept of the Department's responsibilities has changed considerably. A clearer understanding of farmers' modern-day problems has led to an extension of our interest in farm commodities to the consumer. This has resulted in action programs of different types designed to broaden markets and to stabilize marketing. Much of the work, however, was planned and administered in widely separated units of the Department. Valuable as the separate activities were, they lacked the effectiveness of positive coordina-

tion and centralized development of policy.

To meet this need for central coordination, Secretary Wallace, as part of his Department reorganization last October, provided for consolidation of marketing activities through an Office of Marketing and Regulatory Work. Marketing work formerly in seven separate bureaus was brought together in this alignment.

Four bureaus or agencies now have direct supervision of these related activities. They are: The Agricultural Marketing Service, a new bureau; the Division of Marketing and Marketing Agreements and the Federal Surplus Commodities Corporation, under single supervision; The Commodity Exchange Administration; and the Sugar Division. The Commodity Credit Corporation, transferred to the Department of Agriculture on July 1, 1939, makes possible deferred marketing by extending loans to producers who have agricultural products in storage as security. In years of big crops, commodities are stored and held off the market; in small-crop years they are released to cover shortages. Thus the commodity loans are of primary importance in rounding out the ever-normal granary program. The work is coordinated with other marketing and regulatory programs.

Grouping of these related activities, in their respective administrative units, offers the possibility of coordinated programs not easily possible heretofore.

Functionally, marketing activities of the Department fall within three major groups:

(1) Marketing research and service activities. This work, formerly handled by the Bureau of Agricultural Economics, is now largely concentrated in the Agricultural Marketing Service. Administrative divisions of this agency deal with dairy and poultry products; cotton and cottonseed; fruits and vegetables; grain; livestock, meats and wool; hay, feed, and seed; tobacco; and warehousing. The Nation-wide market news system and the crop and livestock reporting service make important and regular contributions to the job of providing United States farmers

vital information upon which to plan their production and marketing operations. Farm products standardization and inspection services also are rendered by this agency.

(2) Definite "action" programs. These include marketing agreements through which producers can stabilize their marketing; diversion and new-use programs; and programs to remove price-depressing surpluses from the markets. The food-order stamp plan, through which surpluses are distributed to low-income families through regular channels of trade, is the newest of the domestic surplus-removal programs. The plan attacks the twin problems of price-depressing surpluses on the farm and inadequate diets wherever they are found. Exportation of certain commodities is encouraged whenever export programs will assist United States producers to hold or regain their fair share of the world's markets. The Division of Marketing and Marketing Agreements, the Federal Surplus Commodities Corporation, and the Sugar Division administer definite activities in one or more of these program fields.

(3) Regulatory work. This service has to do with the administration of various acts of Congress which set up "rules of fair play" in the merchandizing of farm commodities. The acts are designed to promote fair trade practices, to facilitate marketing processes, and to prevent and correct market irregularities and abuses through necessary supervision or control of operations associated with commercial marketing. The Commodity Exchange Administration and the Agricultural Marketing Service direct this type of administration.

Correlation of these varied but closely allied activities is the responsibility of the Office of Marketing and Regulatory Work. It will also be its duty to lead in the development of unified and constructive policy in marketing work—policy which will not only guide the Department but should also be of aid to the land-grant colleges as they carry out their State-marketing service.

In commenting upon the reorganization last fall, Secretary Wallace said: "We need to integrate these types of activity so that we may devote the same concentrated attention to marketing that we now devote to production and conservation * * * and so that citizens who deal with our marketing agencies may have a central point of contact."

The Secretary's statement aptly summarizes the basic aims of the Department's revitalized marketing and regulatory work.

Going to Market to Learn

M. PAUL MITCHELL, Extension Economist in Marketing, Indiana

■ In ordinary circles it is usually considered that when farmers go to market they go for their checks and then leave as quickly as possible after having tucked the check safely inside the wallet. Indiana farmers have found in recent years that a check is not all that may be had at the market. In fact, a market need not always be a place to hurry away from but may become a place of interest and even a place to learn ways of increasing the returns from the farm business.

Back in 1932 an extension project was organized at Purdue in which provision was made for conducting groups of farmers through their central livestock market. In those early days little provision was made for anything other than "seeing" the market. The old adage, "To see is to understand," did not quite hold true, for it was soon learned by those in charge of the tours that as far as farmers were concerned on these tours, "To see is to ask questions." From the many questions which arose from time to time, the present rather complete livestock market tour has evolved.

Indiana is admirably equipped for this type of project, for with Indianapolis rather centrally located in the State and other large markets flanked along its borders, a market tour is easily within reach of most counties. Indianapolis, Cincinnati, Louisville, Evansville, and Chicago provide the facilities for marketing a large portion of Indiana's livestock, and all have been used rather regularly in recent years for the tour program.

Market tours are organized within a county by the county agent. Sometimes advance registration by mail is employed as a means of building up the tour group, whereas on other occasions dependence is placed on local meetings for enrolling the interested farmers. The size of the groups has ranged all the way from 3 to 175, with an average of about 40 per tour. A group of 40 to 50 is about ideal as to size, for it can easily be conducted through the yards and packing plant, so that all may see and hear most of what goes on.

Using the Indianapolis tour as a typical one, groups arrive as near 8:00 a. m. as possible. Upon arrival, all are assembled in one of the large rooms in the exchange building where an hour's discussion or explanation of the organization and operation of the market is given in considerable detail. This includes statistics about the market, size, ranking with other markets, volume of livestock handled, special reputation or characteristics of the market, agencies on the market, and service performed by each. The various types of buyers and interests of each are explained for the groups, as well as some of

the fundamental supply-and-demand factors which meet at the central market in the competitive trading by skilled buyers and salesmen.

The supervision given the market by government agencies is also explained in some detail. This includes the supervision of trading methods, bonding of buyers, salesmen, and weighmasters, and the settlement of complaints by the Federal market supervisor; the health regulations imposed on and around the market by both State and Federal agencies; and, finally, the place of the Market News Service of the Federal Government, which collects and disseminates market data on that and competing markets.

After an opportunity is given to raise questions on these topics which have been explained, the group is conducted through the different divisions of the market. Methods of receiving, inspecting, and handling the large volume of stock with a minimum of mix-ups prove to be of interest.

In the sheep department, a stop is made for a grading demonstration. Usually, four or more grades of lambs are used in the demonstration, and prices are given for the different grades. Methods of handling the lambs as used by both salesmen and buyers to determine degree of finish and grade are likewise demonstrated. The preferred market types, weight, and condition of lambs are set forth, as well as some approved methods of producing top-market lambs.

In the veal-calf division, a similar demonstration is given with price comparisons and other pertinent facts about the market. The importance of marking calves and lambs sent by truck in mixed loads is likewise explained.

The cattle department provides the next stop, where the many grades of cattle and prevailing prices for same are pointed out by tour leaders and salesmen. If conditions permit, short interviews with buyers and salesmen help to give an insight into market conditions. The reliability with which buyers can estimate the dressing percentage of different grades of cattle is of more than passing interest to the group. For the first time, many of the farmers appreciate the degree to which the trade demands cattle of different type, weight, and finish.

A carefully selected pen of hogs of different grades and types provides the material for the last demonstration on market animals. Here, extremes in type, quality, and finish are exhibited with criticisms of each from the market point of view. Methods of handling market hogs are briefly discussed from the standpoint of fill, time of arrival at

market, and feeds insofar as quality may be affected.

An inspection of the construction and operation of the scales in the yards emphasizes the importance of accurate weighing at the time of completing sales transactions. A previous guessing contest on the demonstration hogs has already clearly revealed the inability of farmers to estimate weights.

In the afternoon, a packing company is visited, where, in 2 hours' time, the farmers observe modern methods of slaughtering and processing meat animals. In the beef, lamb, veal, calf, and pork coolers, demonstrations of grade and price and the factors affecting them are given and numerous questions answered. In the pork cooler, the demonstration consists of a number of carcasses similar in type and finish to those used in the market in the morning. With one-half of each carcass hanging on the rail and the other half reduced to wholesale cuts, it becomes quite easy for farmers to understand some of the factors which affect the prices of the live hogs on the market. Quite frequently farmers are overheard to declare that they intended changing the type of market hog they produced on their farms after seeing this demonstration.

Among the points of most interest in the packing plant to the groups should be mentioned the slaughtering of both cattle and hogs, the resin-dip method of cleaning hogs, the pork-cutting floor, the federal meat inspection service, the sausage department, and the shipping dock where cars and trucks are being loaded with various grades of meat. The sanitary condition of the plant always arouses comment as well as the precision of the labor and equipment in the whole plant.

In the last 3 years, more than 6,800 Indiana farm people, including many vocational agriculture students, have been conducted through the Indianapolis market alone. Those attending the other markets mentioned would bring the total to approximately 10,000. At these other markets the program varies but slightly from that of Indianapolis, dependent on local conditions.

Early spring, late summer, and autumn are the most popular times for the tours, as at these times there is less conflict with farm work.

Thus, going to market has taken on a new meaning for many Indiana farmers, who find that more attention needs to be given to some of their marketing problems.

For Rural Readers

A system for rural libraries has been worked out by Glenn C. Smith, farm adviser of Pope and Hardin Counties, Ill., through cooperation with the State extension library at Springfield and the NYA. The latter will furnish the librarians and some books. The extension library will furnish additional books, and the local communities will raise a fund to buy some.

The Family Angle

Every year for the last 5 years a committee appointed by the Extension Service Department of the American Home Economics Association has studied the possibilities of using the family as a unit in extension teaching. The committee this year presented some interesting material at the annual meeting in San Antonio, Tex., among which was the following report of the family approach to the nutrition program in Vermont by Lydia Tarrant, extension nutritionist and a member of the committee.

■ Better Living From the Farm has received special emphasis in the Vermont home demonstration program for the last 5 years. Vermont farm incomes are not high, so it is necessary to produce some food if the family is to be well fed and healthy. Five years ago about 150 farm women in the State became interested in finding out how well they were feeding their families and if they could feed them at less cost. First, the women estimated the amount of food they would need in each of the various food groups, according to recommendations made by nutritionists. Some of the women made plans for a minimum cost adequate diet; and others felt that farm families should be able to reach the moderate cost adequate diet. The men were a little suspicious of these plans when they learned how much the food would cost if all of it were purchased. However, the first few months of account keeping revealed much. As one woman remarked, "We have more respect for our farm since we realize how much food is obtained from it."

An important part of this project has been the study by homemakers of their own records. Practically all of them found that fresh fruits and vegetables were not consumed in recommended amounts, and that sugar was used to excess. These women seemed to feel that other homemakers would find similar results, and so projects were planned so that all the women enrolled in home demonstration groups might benefit from the findings of this group. A project, Fruits the Year Round, was included to show the value of fruit and to suggest ways of providing more fruit, as fruit seemed expensive to purchase, and few families produced their own supply. In a recent questionnaire answered by 1,000 homemakers, two-thirds reported they were using more fruit than they did 5 years ago. Another project, Growing Small Fruits for Home Use, was supervised by the extension horticulturist.

Women began noticing an improvement in the health of their families (fewer colds, less constipation, and better general health) when more of these protective foods were used. A garden project in which 50 men and women demonstrators are enrolled is being carried on in Franklin County this year, with

the 3 county agents, the extension horticulturist, and the extension nutritionist cooperating in its supervision. The project, Let's Have Fewer Colds, has been planned as a result of the findings of the women keeping food accounts.

Canning budgets have a new significance for the women when they realize the difference in meals which results when the storage supply has disappeared and gardens have not begun to produce.

The cooperators found that their methods of purchasing food might be improved, and so they are learning how to be intelligent food

buyers through a project now being carried on. The women have been studying how to buy flours and cereals, as a larger percentage of the food money went for the purchase of this food group. The women in the State now are asking for similar help in buying other foods. In many homes the men bring home the groceries when they return with the milk truck, so they, too, have become interested in what constitutes a good buy. Women are keeping records of the number of loaves of bread that can be made from different brands of flour in order to learn for themselves which is the most economical buy.

With some families this work has resulted in changing food habits, and this has required the cooperation of all members of the family. Women are learning to cook foods the right way or in new ways in order to appeal to appetites.

Women in Vermont are interested in raising the standards of health in the State. They are seeing the possibilities of obtaining a better living from the farm, and the need for establishing public-health nursing units and for providing better school lunches for those children who carry their lunches to school. Those families who have benefited from the nutrition program are the best advertisement to others to adopt similar practices and methods.

1940 AAA Program Is Announced

■ The 1940 AAA program recently announced by the Secretary strengthens the Ever-Normal Granary features of the program to meet any emergency which may arise because of the European situation and gives special consideration to the small farm.

The national wheat-acreage allotment of 62 million acres is an increase of 7 million acres over the 1939 allotment. With domestic wheat supplies of nearly a billion bushels and world supplies the largest on record, this 1940 allotment should supply any prospective demand.

The 1939 marketing-quota level for corn is 3 billion 30 million bushels, a figure established by the Secretary under the provisions of the Agricultural Adjustment Act of 1938 and in view of the present emergency. As the estimated corn supply for 1939 is 2 billion 993 million bushels, no referendum vote on the corn-marketing quota will be taken this year.

The sugar-marketing quotas have been suspended by proclamation of the President. Secretary Wallace announces the 1940 cotton-marketing quota which under normal conditions should result in a cotton crop of 12 million bales. A referendum vote will be taken on December 9. Referenda on Burley and flue-cured tobacco are now being held.

The new 1940 AAA program encourages

further conservation measures on small farms by providing that at least as much as \$20 may be earned on every farm participating which more adequately meets the needs for soil-conservation with soil-building practices. The program also encourages wildlife conservation and provides payments for growing home gardens in designated areas where food for the farm family is generally inadequate.

In 1940 provision is made for payments of as much as \$30 per farm for planting forest trees in addition to the regular soil-building allowance computed for each farm. Non-allotment farms in the commercial corn area are now allowed 10 acres of corn instead of the former 8 acres.

To meet certain specific needs more adequately, the commercial peanut area and the commercial vegetable areas have been expanded.

"The aim of the program," states Secretary Wallace, "is to maintain a production of agricultural commodities in this country that will balance with the demand, whatever that demand may prove to be, and to maintain and improve the fertility of our farm land."

The final date for accepting applications for payment in any area under the 1940 program is March 31, 1941.

Kit Carson County Takes an Inventory

Kit Carson County, Colo., has problems, but it knows what they are and what to do about them. On the front line of counties working for better agriculture and better living through county planning organization, Kit Carson County's planning activities will be featured in the county planning series of radio talks on the Farm and Home Hour, heard over 101 stations associated with the National Broadcasting Company. The REVIEW is glad to record some of the accomplishments of these wide-awake farmers and their county agent, Richard O. Woodfin.

"We have worked hard to build our home, to educate our children; we have endured hardships that went with the pioneer life, experiences that were lessons for the future, broadening and mellowing our lives. But in all my experiences I do not remember anything as tragic or far reaching as the past few years have been for everyone. It has been hard on the young folks just starting out; it has been doubly hard on some of us who thought that the greater worries had gone with the experiences of the early days."

Thus one of the earliest settlers in Kit Carson County, Colo., commented after he had recalled the colorful days when buffalo roamed the plains; when Indian scares were not unusual; and when Kit Carson was a prairie town consisting of a store, a saloon, a livery barn, and a few shacks.

Grass was the great resource of the county in those days but the beginnings of its depletion were already apparent. Great herds of cattle grazed the unfenced range. Before the nineties one-fourth of the grass was destroyed by prairie fires each year. Then, too, the homestead laws encouraged settlers to take up small claims of 160 acres which led to the relatively small farms that are one cause of the land problem in Kit Carson County today.

Kit Carson County is in a region of light rainfall. Several successive years of drought are not uncommon. Weather records taken for the county during a 46-year period show an annual precipitation of 17 inches, but this figure is somewhat misleading. During the entire 46-year period only 8 times was the precipitation even close to 17 inches a year. The greatest amount of moisture is usually received in the months of May, June, July, and August. Often two, three, or even four inches of rain may fall within a few hours, and the run-off is extremely rapid. Not only is there a heavy loss of needed precipitation but water erosion is speeded.

Today the county is essentially a wheat and corn area, although stock-raising is important. Present ownership is about as follows: Non-resident, 47.2 percent; resident, 38.6 percent; public agencies, 9.3 percent; and corporations, 4.9 percent. There are 611,727 acres of plowed

land, representing 44.3 percent of the total; the remainder is in pasture, 341,000 acres of which is uncontrolled or open. About 40 percent of all land in the county is "wild," with serious exposure of the land to erosion.

About 40 percent of all operators depend on cash crops as their major source of income, although it is agreed that speculative risks are too high in the area for any operator to place major dependence on cash crop farming. Of the 1,137 farms, 803 or 70.7 percent are 720 acres or less—too small for the average farmer to receive a desirable income; only 264 of the 1,137 operators are owners, although 364 own part and rent part of their land; nearly one-half of the operators have been on their present farms 6 years or less. There are 580 abandoned farmhouses in the county and only 100 occupied farmhouses.

Under the leadership of County Extension Agent Richard O. Woodfin, county and community planning committees have been working since 1935 to adjust farm practices so that people now living in the county will be able to stay there without public support. On the basis of their calculations, the average farm family could receive an annual farm income of \$2,500 as follows: (1) Start the farming year with 1,760 acres of land under control, whereas nearly three-fifths of the farms in the county are now composed of 720 acres or less; (2) have 3 acres of grass and pasture land for each acre of cultivated crops; (3) have 2 acres of cash crops such as corn, wheat, barley and oats for each acre of sorghum feed crops; (4) have in March one range cow (2 years or older) for each 25 acres of grass or pasture; (5) maintain 6 milk cows the year round; (6) have one sow farrow in March for each 10 head of cows; (7) have 200 laying hens in October; and (8) take an inventory on January 1, and keep a record of all receipts and expenses in the farming unit.

A campaign toward these goals for the farming units was started in January 1938, as a result of which the 176 farmers enrolled made adjustments pursuant to each of the eight recommendations made by the committee. A shift of 25 percent of the normal corn

acreage to adapted grain sorghums was recommended, but the farmers made a 33½ percent shift. The campaign was renewed in 1939, with only slight changes in the list of recommendations. New enrollments are being obtained, and those who enrolled last year will continue to be assisted.

County Agent Woodfin reports that the Extension Service has cooperated with the farmers in the organization of 14 community planning committees of farm men and women. The Farm Security Administration has cooperated in the planning by making available loans to farmers requiring funds to reorganize their holdings on the basis of the committee's recommendations. The Soil Conservation Service has cooperated in technical assistance and equipment, furnished on demonstration farms in two soil erosion districts. The Bureau of Agricultural Economics has completed surveys, compiled information, and made it available to community and county planning committees.

In addition, a county coordinating committee meets two hours each month to discuss problems of each county, State, and Federal agency represented in the county. The committee includes the county extension agent as chairman; the farmer member of the county commissioners; a representative of the Farm Security Administration, Soil Conservation Service, Farm Credit Administration, and the County Agricultural Conservation Committee; presidents of two soil erosion districts; the superintendent of schools; and the chairman of the county planning committee. The function of this committee is to acquaint the representatives of each agency with the functions of other agencies in order to avoid duplication of effort.

The county planning committee now has a subcommittee working on land use problems. Each president of the 14 organized communities appointed a community land use committee of 9 men with 3 subcommittees of 3 men each. One committee deals with the lay of the land; a second, with types of farming systems; and a third, with the problems that have caused maladjustments in the community.

Changing Times

How to get the farm women out to Farm and Home Week was one of the major problems of 25 years ago in Missouri, reports R. R. Thomasson, assistant director, who has been doing some research in the old records. Last year there were more women than men attending Farm and Home Week, and this year those in charge are greatly concerned with trying to get the women to bring their husbands. The home demonstration clubs are on the job there and always send their representatives to Farm and Home Week.

Florida and Indiana Agents Study on 4-H Fellowships



Lillian A. Murphy.

■ Two extension agents, Lillian Ann Murphy, home demonstration agent of Vigo County, Ind., and Wilmer W. Bassett, Jr., assistant county agent of Lake County, Fla., take up new duties in October, having won the 1939 National 4-H Fellowship awards of \$1,000 each for 9 months' study in Washington, D. C. These fellowships, which have been awarded annually for the last 8 years to outstanding 4-H club members by the Payne Fund of New York City, are being sponsored this year by the National Committee on Boys' and Girls' Club Work of Chicago, Ill.

The winners were selected from 30 applicants—14 young women and 16 young men registering from 21 widely scattered States—by a committee composed of Florence L. Hall, F. P. Frutchey, and Z. L. Galloway, all staff members of the Federal Extension Service.

As in former years, the fellows are under the supervision of M. C. Wilson, in charge of the section of surveys and reports of the Federal Extension Service. Both of the successful candidates have previously visited Washington as delegates to the National 4-H Club Camp.

Miss Murphy enjoys being a home demonstration agent in Vigo County where she is working with 850 homemakers and 784 4-H club girls.

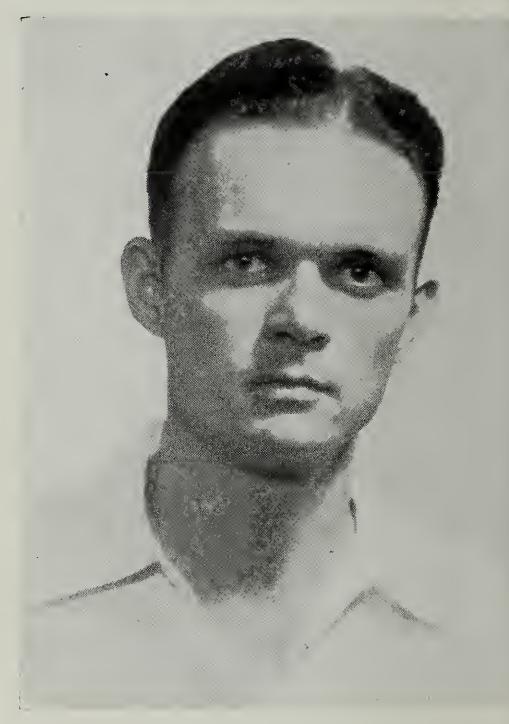
She attended the extension summer school

at Purdue University, and it was there that she received the notification of her award. "I thoroughly enjoy working with boys and girls of 4-H club age," said Miss Murphy. "In my estimation, their enthusiasm for the work they do far surpasses that of any other age group. At present I am satisfied with my life career as a home demonstration agent, but I am anxious to widen my experience, and for that reason I applied for this scholarship."

Wilmer Bassett, who is in charge of the Lake County 4-H Club program, is very proud of his 4-H poultry-judging team which won the State championship in March and which will represent Florida in the National poultry-judging contest in Chicago this fall. "4-H Club work has been my main interest for the past 12 years," he said. "In college, all my elective courses were selected on the basis that 4-H Club work would be my life career. I am very anxious in some way to continue my work with 4-H Club boys or with young people."

Mr. Bassett hails from Monticello, Jefferson County, Fla. His home is on the edge of a small town, 2 miles from the 900-acre farm where he did part of his project work. The rest of his 4-H activities were carried out on the 6 acres adjoining his home where he grew up with four brothers. He graduated from the Monticello High School in 1933 and received a B. S. degree in agriculture from the University of Florida in 1937. During his 6 years of active 4-H membership he was a delegate to the 1931 National 4-H Club Congress in Chicago and to the 1933 National 4-H Club Camp in Washington, D. C.; he acted as president of his club for 3 years and leader for 1 year, and attended 4 State short courses and 3 summer camps. While at college, he took an active part in glee-club and debating activities, was associate editor and later editor of the college paper, was freshman swimming coach for 2 years, dramatics coach for 1 year, and master of ceremonies at several college entertainments.

Lillian Murphy was reared on a farm in St. Joseph County, Ind., in a family of 5 girls and 2 boys. She graduated from Madison Township High School in 1932 and received a B. S. degree in home economics from Purdue University in 1938. At the age of 11 years she started her 4-H career. During 11 years of active club work she was a member of 15 different clubs and held the offices of president, vice president, secretary, song leader, and news reporter. She was a local leader of 4-H Clubs in her county for 2 years. In addition to being a delegate to the 1936 National



Wilmer W. Bassett, Jr.

4-H Club Camp, she won the trip to the National 4-H Club Congress in Chicago in 1933 where, as the national achievement winner, she was awarded the President's trophy. Other achievements included 12 prizes for county exhibits (8 firsts) and 8 State exhibit prizes (3 firsts).

During college she was active in debating, dramatics, radio work, and athletics.

The 1938 4-H fellows have resumed extension work in their home States. Blanche Brobeil has returned to Iowa, where she is now assistant State leader in girls' club work. Max Culp is back in his native North Carolina as special county agent in club work with headquarters in Caldwell County. While in Washington, Miss Brobeil worked out a planned recreation program for 4-H clubs for her major fellowship thesis, and Mr. Culp studied the trends and factors in the development of dairy extension work in the Southeast.

■ The rural electrification project of Pickens County, S. C., is taking much larger proportions than was expected at the beginning, according to County Agent T. A. Bowen. Surveys have been completed on 174 miles with 600 proposed customers signed up. When these lines are constructed, electricity will be available to every rural community in the county.

Around the Conference Table

WISCONSIN STAFF REVIEW PROJECTS AND DISCUSS THE ELEMENTS OF AGRICULTURAL PLANNING

Coincident with the efforts of the United States Department of Agriculture to develop a rational system and procedure for land use planning, Wisconsin extension specialists have just completed a review of all extension projects as one of the first steps in a realistic reappraisal of agricultural service to farmers. This series of discussions was held under the auspices of the Wisconsin Extension Luncheon Club, a voluntary organization which meets once a month throughout the academic year.

Back and beyond this special series of discussions was the conviction on the part of many extension people that:

1. There is a new and pressing need to co-ordinate the work of the specialist, the county agent, and the supervisor in the development of county agricultural programs. The specialist, because of his exact knowledge of subject matter, is in a strategic position to play a major part in effective program building.

2. The extension specialist has not yet been given an opportunity to play his full part in the planning and selecting of agricultural projects for county programs of work.

3. The specialist must drop the role of being solely an expert adviser to individual farmers on subject matter and take his rightful place in the larger field of educator and planner. This new role is particularly needed now with the many action agencies operating in the field and with the consequent need for cooperation and coordination in agricultural planning.

Some real progress has already been made in coordination in both the research and extension fields, which may serve as a pattern for the future. Professor F. W. Duffee, chairman of the agricultural engineering department, has pointed out that very seldom does he ever have a research project that is begun and carried to completion within his department alone. The soils, agronomy, animal husbandry, dairy, and agricultural economics staffs are jointly involved in their research work. In agricultural extension, if we follow the problem approach, we shall do likewise. In southwestern Wisconsin, for example, where soil-erosion problems are the most acute, our soils, forestry, engineering,

W. A. ROWLANDS, District Extension Leader, Wisconsin

agronomy, and farm management specialists work together in determining and developing procedures for soil-erosion control on Wisconsin farms in cooperation with farmers and farm leaders.

Out of this special series of informal discussions, the following eight constructive suggestions for improving extension work were made.

1. That this series of discussions be continued and extended; that the specialists be informed of the administrative, financial, and budgetary relationships existing between the Federal Department of Agriculture and the State Extension Service; that they be informed of at least some of the most important financial difficulties with which the administration of the State Extension Service and the College is confronted.

2. That, in view of the immediate necessity for curtailment of expenditures because of limited State appropriations, an opportunity be provided for a clear and unbiased discussion of the advantages and disadvantages of a central State booking agent.

3. That a closer relationship be established between the staffs of the experiment station and the Extension Service.

4. That a county agricultural agent, a club agent, and a home demonstration agent be given the opportunity to discuss with the specialist group how, in their judgment, the specialists can be of greater assistance to county extension agents in preparing more bulletins, more articles, and more publicity; in providing more help at meetings, demonstrations, fairs, tours, at planning conferences; or in personal visits to county agents in arranging work.

5. That the presidents or secretaries of the general farm organizations or the president or secretary of the Wisconsin Council of Agriculture be given an opportunity to explain their programs and to suggest how, in their judgment, the extension staff might, in an educational way, be of greater assistance

to them in advancing the cause of organized agriculture.

6. That because of the many new federal agencies operating in Wisconsin, such as the FSA, SCS, and AAA, all with a large staff of field personnel, the subject-matter specialists might arrange to advance their work much more rapidly by conducting more "training schools" for the personnel of these agencies.

7. That because of the demands on the various branch experiment stations, field days have already grown beyond the possibility of the research director to carry out with his limited staff, a special committee of extension specialists be appointed to plan and assist the resident director in making the most of his farmer field days.

8. That the new administrative project, county land use planning, be fully presented to the specialists and their counsel and assistance be obtained in the development of this project. As there are five major farming-type regions in the State, all with somewhat different problems, it is suggested that a special land use advisory council made up of specialists, one council for each region, would be of invaluable help to the Bureau of Agricultural Economics representatives, the project leader, and the State committee in planning and carrying out the plans.

It will take much time and effort to put into effect only a few of the suggestions already made at these discussion conferences. Above all else, one point is clear. Before any large-scale, long-time, land use plans can be put into effect, it is vitally important that certain basic facts—out of which the elements of the plan are composed—be obtained; further, it is necessary that there be a common understanding of the objectives ahead if a satisfactory, profitable, and dignified agriculture is to be made real and lasting in this America of ours. This is the fundamental reason why the series of discussions was begun and why it will be continued in Wisconsin in the future.



THE FARM

THE HOME

THE COMMUNITY

First County Land Use Plan Received by the Department

■ Among the counties in the United States designated as unified counties in land use planning, the first one to send its plan in to the Department of Agriculture planning agency, Bureau of Agricultural Economics, is Ross County, Ohio. This county is no novice in planning. County Agent Fred Keeler, in the February number of the REVIEW, recounted some of the planning activities in the county, which laid the ground work for the final unified program. The planning committee has continued to work on the specific suggestion for realigning the farm programs in view of the needs of the county.

The recommendations call for a central clearing house or office to be established through which farm-management plans for Farm Security Administration clients could be correlated with plans for participation in the AAA program in order that management plans would not work at cross purposes, particularly in the acreages of crops and in conservation practices.

The plan also calls for greater emphasis on the conservation phase of the AAA program and for a gradual change of crop allotments conforming to sound farm-management practices in maintaining soil fertility to supplant the crop-history basis of allotments. It suggests that no allotments be made on farms of fewer than 30 crop acres where a 3-year crop rotation is followed, or on farms of fewer than 40 acres where a 4-year crop rotation is followed, these farms to be set wholly on a conservational basis; and that all rotation cropland lying bare in the winter and spring months be classified as soil depleting, in order to encourage growth of winter cover crops.

The FSA, it was stated, should encourage loans to farmers for lime, fertilizer, and seed in order to help them comply with AAA soil-conserving practices on farms not in the standard loan program. It was recommended that the FSA tenant purchase program be set up in the county, with purchase of farms under the program being limited to areas outlined by the committee, and that further rehabilitation loans be made to tenant purchase clients so that they may set up fundamentally sound land-management practices and obtain foundation herds of better-grade livestock.

In looking at the Soil Conservation Service work in the county, the land use planning committee would like to see the SCS help to execute an intensive correlated educational program in severely eroded areas. It recommended that the SCS-CCC camp in the county be maintained until the unified program is developed and carried out; that a portable soil-testing laboratory be set up at the SCS-CCC camp for use of farmers; and that the SCS-CCC camp promote a private forestry

program on farms in erosion-damage areas and build small dams to impound water in permanent pasture areas, thus providing water in areas where there is a deficiency during the summer months.

Finally, turning to the Forest Service, the committee recommended that, inasmuch as the Federal Forest Service nursery in the county is not now being operated at capacity, consideration be given to operating it more fully in order to supply seedlings for reforestation. It asked that the Forest Service furnish trees for reforestation on land and that the agricultural conservation program provide payments of \$5 per acre for planting the trees.

The Ross county committee now is busy refining its recommendations and is attempting to provide a larger place in its program for local and State agencies. "Such a step will aid in the accomplishment of the committee's objectives of rehabilitating not only the land but also the people that occupy the land," states Dr. Bushrod Allin, leader of the Division of State and Local Planning of the Bureau of Agricultural Economics.

Dr. Allin feels that county agents have a very important place in this type of planning and recommends the following six documents for their better understanding of the way it works:

1. The Mount Weather agreement, a statement of objectives and general procedure for land use planning and for relationships of the land-grant colleges and the Department, agreed upon by representative officials of the land-grant colleges and leaders in the Department of Agriculture at a conference at Mount Weather, Va., a year ago.

2. Work Outline No. 1, which contains specific proposals for a uniform approach in all States to the problems of developing a unified farmer-drawn program. This work outline calls for mapping by State and local farmer committees, with the help of trained personnel, of areas where farmers' problems are similar; for the classification of land according to the type of use for which it is best fitted; and for definite plans and recommendations by the committees for improvement of present conditions.

3. The Secretary's order for reorganization of the Department of Agriculture, dated October 6, 1938, whereby the Bureau of Agricultural Economics is designated the central planning agency of the Department and is given the task of effecting a harmonious relationship among the agencies of the Department that are dealing with the various problems of land use.

4. The memorandum of understanding between the Bureau of Agricultural Economics and the land-grant colleges. This document

serves as an over-all agreement between the two units, under which each year a number of cooperative projects will be conducted with the experiment stations and the extension services.

5. A similar memorandum of understanding, to serve as a long-time guide to the Bureau of Agricultural Economics and other departmental bureaus and agencies that deal with land use problems. This gives a basis for translating planning into action and for financing cooperative planning work in the States.

6. Statement of procedure for the unified county program, in which the agencies of the Government have cooperated in outlining a procedure to develop a unified program in at least one county, or area, in each State during the current year. The unified county program proposes to carry the work designed for intensive counties past the point of simple recommendations, and to begin concrete action in these counties in 1940.

New Film Strip With Sound

A new film strip on the Agricultural Adjustment program entitled "Pioneering a Permanent Country," number 567, has just been completed by the Division of Information, AAA, in cooperation with the Extension Service. This film has 132 frames and can be used either as a silent film strip or accompanied by a sound record which runs 14 minutes and requires use of playback machinery.

This is one of the first sound film strips produced by the Department of Agriculture as an experiment in another method of telling the story of agriculture effectively. The record is 16 inches in diameter, for use with sound slide equipment or other playback machinery set at the rate of 33 revolutions a minute. (It cannot be used on phonographs which revolve 78 times a minute.)

The silent film strip can be bought for 80 cents from Photo Lab, Inc., 3825 Georgia Avenue, N.W., Washington, D. C. Lecture notes to accompany the strip will be sent from the Extension Service in Washington with each film strip bought.

If equipment for using the record is available, the combined record and film strip can be purchased for \$4.30. All orders should be forwarded direct to Photo Lab, Inc., 3825 Georgia Avenue, NW., Washington, D. C. One print of the film strip and one record have been sent to each State AAA office.

■ One hundred and thirty Georgia county agents, together with the Board of Regents of the University System of Georgia, were entertained recently at Blue Springs, the 20,000-acre farm owned by Cason Callaway, chairman of the agricultural section of the Board of Regents. The meeting was given an anniversary cast by the presence of Marion Smith, son of H. Smith who sponsored the Smith-Lever Act 25 years ago.

Egg Quality Holds the Market

E. A. PERREGAUX, Extension Economist, University of Connecticut

Improved egg quality in Connecticut during recent years has been a result of a united attack on the problem by all the agencies interested in the poultry industry. They include the poultrymen, the poultry cooperatives, the supply houses, the Connecticut Department of Agriculture, and the University of Connecticut Extension Service.

Connecticut poultrymen are located near their markets so that a large proportion of the eggs produced in the State move directly to consumers. A survey made about 10 years ago in Rhode Island indicated that 30 percent of the consumers surveyed bought their eggs from producers or men who they thought were producers. This nearness to market and ease of marketing has made less necessary the many different grades used in shipping areas. The tremendous increase in egg production in the Northeast, together with the competition of high-quality eggs from areas such as the Pacific Coast and the marked improvement in the quality of eggs received from other competitive areas has focused attention on the need for quality improvement.

For example, some time back, the poultry specialist and I visited a poultryman who complained of poor returns from his cooperative association. In going over the plant, it was found that the poultryman was doing an excellent job in every way except that his eggs were stored in the feed room. The day of the visit the temperature in the feed room was well over 80 degrees. This was simply an oversight on his part; and, when corrected, his difficulty was entirely eliminated.

The development of the cooperatives as a result of the increased production of eggs further helped to focus attention of producers on weight and quality. The first two cooperatives, organized in the State after a survey by the Extension Service, operate on a pooling basis. Returns are made to producers according to quality. Producers' checks reflect the difference in the quality, as returns are made on the basis of the price received for the eggs. The pooling cooperatives from the beginning attempted to work with the producers who shipped low-quality eggs so as to improve that quality and thus to improve the prices paid.

Further emphasis was put on quality when the auction-type cooperatives were established. A study made of factors affecting price indicated that, in general, weight was by far the most important factor considered by buyers in their purchases of eggs at the auctions. Had the interior quality not been on a high level, other factors might have loomed more important. In the opinion of one wholesaler, the auctions have done more to improve egg quality than any other factor.

Recognizing that maintenance of new-laid quality was the big problem, the poultry specialist made a survey of the egg-storage practices of poultrymen. He found that many different types of storage places were used to keep eggs on the farm. They varied from a place by the stove in winter to adequate cellar storage where they were kept under optimum conditions. The survey indicated that the average temperature in storage rooms above ground was 68 degrees, in those half under the ground 64 degrees, and in those wholly under ground 63 degrees. The temperature in the 10 best storage rooms below ground averaged 58 degrees.

The State department of agriculture with its inspection system and fresh-egg laws has made it possible for consumers to differentiate between the various qualities of eggs and has stimulated greater attention to quality. This work is carried on by a staff of trained inspectors who combine the enforcement of the fresh-egg law with an educational program. The State department of agriculture has cooperated with the distributors through education in the maintenance of egg quality in the stores. The department distributes considerable educational material including bulletins on methods of keeping eggs and studies indicating the optimum temperature for maintaining quality. The policies of the department have resulted in excellent cooperation by retailers.

Connecticut was one of the first States to pass a fresh-egg law which emphasized interior quality as a basis for the sale of fresh eggs.

As the educational work developed and the fact that eggs did not improve in quality with age became recognized, attention was centered on the need for improvement of the distribution facilities after the eggs left the farm. It was found in a survey that 3 weeks could easily elapse before the eggs were used when passing through the ordinary process of movement to market. An effort was made, therefore, to speed up the movement to market and to improve the holding conditions at the cooperatives and other wholesale agencies as well as to urge the retail units and the consumers to keep their eggs under refrigeration until they were used.

Retailers were urged to buy their eggs in smaller quantities at frequent intervals in order to maintain quality. Three of the five cooperative associations in the State now have refrigeration facilities for keeping eggs cool. Practically all of them receive their eggs from producers twice a week. More frequent deliveries are made to retail stores by these associations during the summer season in order to maintain quality.

Consumers have been educated to recognize quality designations through fliers in the egg cartons and newspaper stories. The New England Fresh Egg Institute has served to publicize the food value of eggs and to stimulate increased consumption of fresh eggs. Oftentimes this improvement in quality has not resulted in any increase in cost but simply a change in practices, achieved as a result of knowledge of the factors which affect quality. Producers in Connecticut as a whole have furnished consumers with better-quality eggs and received better prices as a result of the unified attack on the problem of maintenance of egg quality.

Director W. B. Mercier

The death of Director Emeritus W. B. Mercier at Baton Rouge, La., July 16, removed from the field of agriculture one of the pioneers in agricultural extension.

Mr. Mercier was graduated from Mississippi A. and M. College in 1892. Immediately after graduation he went to Louisiana as manager of the Louisiana Experiment Station. He remained in this position until 1895 when he purchased a thousand-acre farm near Centerville, Miss. It was the successful operation of this farm that attracted the attention of Dr. Seaman A. Knapp, the founder of extension work.

In 1909, Mr. Mercier went to Washington as assistant to Dr. Knapp, and during the years he assisted in laying the foundation of the organization which now is known as Agricultural Extension.

Due to ill health, Mr. Mercier was forced to leave Washington. He was named assistant Director of Extension in Louisiana in 1923. Upon the retirement of W. R. Perkins in 1928, Mr. Mercier was named director. He held this position until 1932 when he retired from active duty with the title of director emeritus.

Mr. Mercier was coauthor of a book *The Knapp Method of Growing Cotton*, which had a wide circulation. He was also the author of numerous booklets, bulletins, and circulars.

In 1935 Mr. Mercier was elected to the "House of Pioneers" of Epsilon Sigma Phi, a national agricultural fraternity. He was one of the 11 men in the United States entitled to wear the distinguished service ruby of that organization.

4-H in Hawaii

At the annual Agricultural Extension Week held in July, the University of Hawaii in Honolulu entertained 89 4-H Club members, 50 university extension club members, and a number of club leaders. Classes, demonstrations, recreation, sightseeing, and conferences filled the busy days for the young people.



D. F. Eaton.



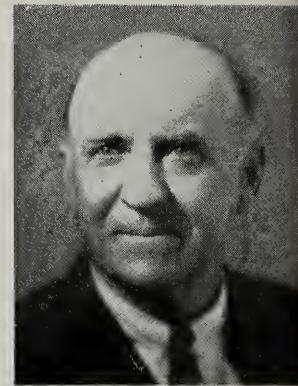
S. W. Epps.



K. A. Kirkpatrick.



E. P. Josey.



John H. Erickson.

Who's Who Among the First Agents

■ D. F. Eaton, county agent, Wise County, Tex., was born in Gatesville, Tex. He attended Daniel Baker College at Brownwood, where he received a B. S. degree. He did postgraduate work at Texas University and North Texas Normal at Denton. He was appointed county agricultural agent in Comanche County in 1914, transferred to Runnels County in 1917, and from there went to Lubbock County in 1924. In 1932 he went to Shackelford County and in 1935 to Wise County.

Probably the far-reaching influence that this kindly, fatherly man has had upon rural youth is his greatest contribution to the Extension Service. Former 4-H members who did work under him all greatly respect the many fine ideals that he gave to them. Three Lubbock County 4-H boys who did work under Mr. Eaton have won the trip to National 4-H Camp. One of these boys is now a very successful rancher of Arizona; another is assistant State boys' club agent in Texas, and the third is now in college. One won the Payne Fellowship in 1935-36, and at least two other boys are now very successful county agents in Texas. Several are vocational agriculture teachers in both Texas and New Mexico. Many others are very successful business and professional men, and others are recognized leaders in many farm communities.

■ S. W. Epps, county agent, Dillon, S. C., began work as county agent in Dillon County in 1914. His first work was a study of problems in the county, disclosing two outstanding needs, better seed and better breeding stock.

Cotton was the principal money crop, and at first there was no first-class cottonseed in the county. The first year two farmers bought 10 bushels of high-grade seed for planting. The seed has been gradually improved until now practically all the seed planted in the county is from pedigreed stock. In 1922 one farmer started some cottonseed-breeding work which continued for 5 years, long enough for farmers to realize the value of seed breeding. In 1926 the 5-acre cotton contest started.

Since farmers have been studying the results of these contests, all inferior seed has been eliminated.

To improve the breeding stock, Mr. Epps began to bring in each year a number of purebred sires, especially hogs. In 1917, 9 block bull associations were organized, bringing into the county 9 purebred dairy bulls. Registered bulls are now in easy reach of all farmers in the county. The first car of live poultry was shipped in 1923, and now poultry trucks come into the county weekly during late winter and early spring. The first cooperative shipment of hogs was made in 1928, when 329 hogs were shipped with a net return of \$5,102.47 to 48 farmers. The Dillon County Livestock Marketing Association was organized in 1937, and during the first 2½ months of 1938, 2,033 hogs were marketed, with a net return of \$30,278.75 to the producers.

■ K. A. Kirkpatrick, county agent, Hennepin County, Minn., was born, reared, and educated in Iowa. He began his colorful career as an extension worker on July 1, 1910, when he became extension horticulturist for the newly formed Agricultural Extension Division at the University of Minnesota. He is affectionately termed by Minnesota extension workers "Dean of Minnesota County Agents," and is known to his friends as "Kirk."

Following his Minnesota specialist services, Mr. Kirkpatrick in 1913 became county agricultural agent in Muscatine County, Iowa, where he made a significant contribution to the community by introducing 4-H Club work in the rural schools and organizing a county agricultural extension organization, then known as a county farm bureau.

He returned to Minnesota on October 1, 1914, to become agricultural agent in Hennepin County, with headquarters in Minneapolis. He relinquished his county agent status only long enough to act as district county agent leader in Minnesota during the period October 1917 to April 1920, after which he returned to

Hennepin County; and he has served as agent there continuously until the present time.

"Kirk" lists among his major contributions and accomplishments the establishment of the now widely known Twin Cities Milk Producers Association. Together with the agents of Ramsey, Washington, and Dakota Counties, he was responsible for a large part of the preliminary organization work in establishing this great permanent marketing cooperative. With pleasure and interest he watched it grow from a loose association of 2,500 dairy farmers until now it has around 8,000 members and does an annual business of about \$8,000,000. In 1916 Mr. Kirkpatrick assisted in the organization of the National Milk Producers Federation.

A résumé of Kirkpatrick's 25 years in Hennepin County bristles with other organization and marketing development projects. Among these are included a Hennepin County Seed Growers' Exchange and a Minneapolis Producers' Public Market.

In 1917 he responded to the call of women's club groups and rural organizations and laid the ground work for the employment of the first full-time county home demonstration agent in Minnesota, Lou Lombard. In 4-H activities, Hennepin County has been leading the State on many occasions and in various respects. Some of the first team and individual 4-H demonstrations ever held at the Minnesota State Fair were given by Hennepin County members. Average 4-H Club enrollment in Hennepin County for the entire period from 1914 to 1939 has been about 400 active individuals.

"Kirk's" twilight dairy tours and meetings were probably the first of their kind in the country and have been carried on almost continuously every summer for 20 years. More recently, the first rural group cooperative hospitalization project for Minnesota was set up in Hennepin County in the spring of 1938, largely as a result of his splendid leadership and thorough planning.

At Chicago in 1918, he helped to draw up the

first constitution for the national county agents' association, and has served on many of the important committees of this association since that time. In 1934, he was granted a certificate of recognition for long and honorable service in his chosen field by Epsilon Sigma Phi and received similar recognition at the national county agents' association annual meeting at Chicago in 1938.

■ E. P. Josey, county agent, Anderson County, S. C., entered extension work January 1, 1914, as county agent in Scotland County, N. C., and was transferred to Nash County, N. C., in January 1915. In 1917 he left the county to serve in the Army for 2½ years. He was overseas for 18 months with the Fifth Division. Following the war, he farmed in Darlington County, S. C., for 4 years.

He reentered the Extension Service in January 1924 as county agent in Liberty County, Ga., and transferred to Bulloch County, Ga., November 1925, where he remained 8 years. His outstanding work in Bulloch County, Ga., was assisting in the development of the livestock and poultry industries in that county. He was active in organizing swine producers to market hogs cooperatively, with the result that Bulloch County became the leading swine-producing county in Georgia. He also helped to place approximately 100 beef-type bulls in the county and to set up a cooperative marketing system for surplus farm products, especially poultry, corn, and sweetpotatoes. He came to Anderson County as agent on January 1, 1937.

■ The career of John H. Erickson, who at this time is assistant county agricultural agent in Marion County, Tex., is significant in many ways other than his long service. "Uncle John," as he is commonly called, can always be found working at the job. His optimism and sunshiny disposition make him a welcome guest in the homes of the farmers or wherever he is met by farmers in his county. No county agent has ever made a greater sacrifice of himself and his family than "Uncle John" has made in giving the public his time, his strength, and even his financial support. It is generally known that no club boy ever joins the club whom "Uncle John" does not stand behind to see that he obtains the best seed or a good animal to carry out his demonstration. In addition to this, Mr. Erickson is recognized as a very forceful speaker. To this day his list of invitations to address meetings extend far beyond the boundary lines of his own county. He is loved by the office force, by the employees and officers of the county, the ministers, and the school teachers as much as by the farmers. He is known generally to be more popular and better acquainted with citizens of the county than any other one person.

A Correction

Helen N. Allen, home demonstration agent, Missoula County, Mont., and chairman of the committee reporting on the subject, "What kind of life should be made possible for farm families through efficient agricultural production in America?" at the conference of county extension agents meeting in Washington May 1 to 13, and other members of the committee call attention to an inaccuracy in the account of this conference in the July number of the REVIEW, page 104. The report given in the REVIEW under the title "Five Fundamental Questions Considered," was that of one member of the committee rather than the report of the whole committee as adopted by the entire conference. The final report is as follows:

Farm families should have security in the sense that by diligent effort they can make reasonable financial progress. Farm families as a whole want independence and freedom from taking orders from someone above them. They want to be their own boss. They want healthful living conditions, including good nutrition and medical attention; comfortable homes in which exist good family relationships and modern conveniences; educational opportunities equivalent to those in communities with progressive school systems; wholesome social satisfactions; leisure sufficient for recreation and the broadening of horizons; hard surfaced roads; automobiles; and adequate protection against loss of life, limb, and property.

The committee recognized that the degree of success farm families may have in attaining these goals through efficient production will be limited by several factors including individual ability and the degree of prosperity in their communities, the Nation, and the world.

The committee recommended that the Extension Service, together with other educational and socializing agencies should use all their efforts to lead farm families to ever-higher degrees of efficient production and better living by employing the best methods of extension teaching.

Have You Read?

Seven Lean Years, by T. J. Woofter, Jr., and Ellen Winston, Chapel Hill, The University of North Carolina Press, 1939

What is happening to our rural people? Few people in the United States are aware of the sweeping and revolutionary changes in our agricultural civilization during the last two decades. With discussion of our rural problems now rapidly developing, official workers in agriculture and farmers alike have found it difficult to gain an understanding of the broad national reaches of our major agricultural transitions. Facts have been needed

to comprehend what was happening to our rural people.

This volume has been prepared with the belief that "not so much has been written about the human elements involved" in agricultural reconstruction; and that "the human drama of struggle, defeat, disillusion, and hunger is essentially basic and that the humanitarian has a contribution to make equal in importance to that of the chemist, the engineer, the agronomist, or the economist." The authors have accordingly given first emphasis to rural problems in terms of human elements, although these problems are treated in the light of production, prices, and markets.

To the man or woman who represents agriculture, this book will give a dramatic, and often tragic, understanding of rural distress, insecurity, opportunity, perplexity, inequalities, and hopes for those of America's people who live for the land and from the land. A changing fate of a great people is here, and the authors have described it in the light of facts that burn and conditions that sear. Here is the story of families, and the story of villages—above all, here is the story of our Nation as the people who nurtured it now too often begin the search for security all over again.

This book's statistics tell a story, and they lead to inescapable conclusions about our rural life. To achieve a vivid narrative, it is difficult to build on a framework of statistical evidence, but this is what the authors have done. In so doing, they have made available in one volume the finding of the too little-known and highly valuable rural research studies of the Works Progress Administration. To one who reads them so, they are informative and dismaying.

Here is a source book on human problems in agriculture, and it should serve as an indispensable reference for years to come.—*A. Drummond Jones, Agricultural Economist, Division of Program Study and Discussion, Bureau of Agricultural Economics.*

■ T. WEED HARVEY, for the last 6 years in charge of business administration for the Agricultural Adjustment Administration, returned to the Extension Service July 1. Mr. Harvey is a veteran extension worker, having received his first appointment in 1914 as assistant State leader of county agents in Indiana. In 1918, he came to the Federal Extension Service where he served as agriculturist in county agent work, as Assistant to the Chief, and as Assistant Chief of the Office of Cooperative Extension Work, which position he held when transferred as Assistant to the Administrator of the Agricultural Adjustment Administration in 1933. Mr. Harvey will be remembered by many extension workers for his connection with the seed loans, in which work he assisted Director Warburton from 1929 to 1933, and as editor of the Extension Handbook, that convenient reference volume which was sent to all county agents and to many foreign countries.

Produces Good Will

No county agent work in Chemung County, N. Y., has been more productive of good will than the work with young men on farms. The fact that the county agent takes an interest in these young men when he visits the farm and has a record of their names and of their interests in farm work means just as much to the parents as it does to the young folks. If a county agent thinks that these young folks have no problems in which he can be of assistance to them, then he should prepare a list of 50 young men on farms and get acquainted with them.

Here in Chemung County we not only recognize these young men and discuss their problems with them on farm visits, but we have also made a study of father-and-son partnerships and have sent these young men circular letters dealing with successful father-and-son partnerships. We have prepared a service letter dealing with methods that young men use in getting started in the farm business, and we have developed many other special services which are of interest mainly to these young folks.

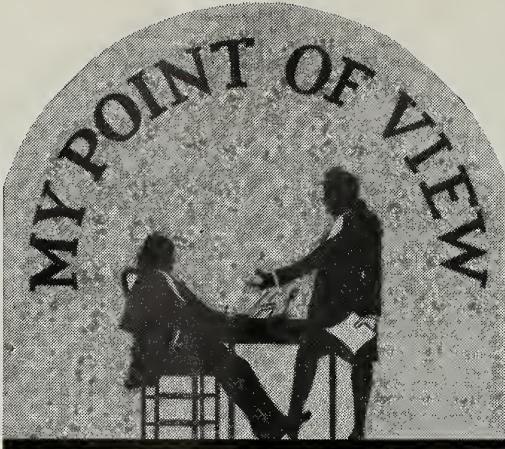
Our present record system calls for a list of these young men on farms along with the permanent record which is kept for each farm. Then, as notes are made about the farm business, references are included regarding the young men, their interest in farming and in other occupations, and their progress from year to year in finding their places in the world. This gives the necessary information about all the folks on the farm whom we should see whenever a farm visit is made.—*L. H. Woodward, county agricultural agent, Chemung County, N. Y.*

What the Farm Family Wants

Wouldn't you or I, if we were placed on a farm to live the remainder of our lives, like to think of some things that would go to make up an efficient plan so that we might enjoy the fruits of our labors on the good old farm?

People in this southeastern section of Georgia would like to know that the farm is secure enough that by hard and diligent effort they can progress and have some of the conveniences and means of the city. They do not expect to become millionaires from the tobacco crop, but they enjoy being able to buy a new stove or another mule if the farm and home necessitate such purchases for better management and operation of the business of farming and homemaking. People enjoy working on the farm because they have freedom from authority over their efforts to earn a livelihood.

Even if people are on the farm they want to be able to know that their families can receive medical attention that will keep them well fitted for their daily tasks. Healthful living conditions are as important on the farm as in the city.



This is a place where agents are invited to express their ideas and opinions about anything which seems important to them. Those things which please, bother, or help one agent in his work are just the things which prove valuable to other agents.

Good family relationships are wanted in every home as the farm mother is always interested in keeping a happy family. A comfortable home is the aim of every homemaker. This one major thing is constantly kept in mind whether he is a turpentine operator or a tobacco, truck, or cotton farmer.

Educational opportunities for the children are sought constantly by the majority of farm people so that their children may have the same progressive school systems as other children. The schools should provide for social and recreational opportunities so that horizons of not only the children but of the entire family will be broadened. Farm families want leisure time so that they may engage in social and recreational activities.

Farm people want hard-surfaced roads to ride into town on, whether in an automobile, the much used pick-up truck, or the mule and wagon.

Let's help the farm family to be educated, and then problems confronting them now will be possibilities in years to come.—*Edna Sue Stanford, home demonstration agent, Coffee County, Ala.*

Problems of Our Own

One of the major problems facing the farmer in Hawaii is marketing. In analyzing this situation, there are many factors to be considered, among which are mainland competition, price fluctuations of locally grown produce caused by overproduction or underproduction, failure to grade and pack properly, failure of markets to push local produce, and many other intangible practices which help in one way or another to upset the grower-consumer relationship.

In any effort made to correct or solve these problems, one must consider the racial and

language difficulties and lack of schooling encountered in our older-generation Japanese farmers. This problem will, in time, correct itself as the younger English-speaking generation gradually rises to the front rank in Hawaiian agriculture. Along with this change will come a better understanding of what the Extension Service is attempting to do in improving the grower-market-consumer relationship.

These young farmers already realize the advantages of shipping their produce in standard crates instead of in orange boxes and gunny sacks. They are also learning to pack and ship only that portion of their produce which is uniform and which has been found to compete favorably with mainland imports.

It will be necessary to educate the consumer to buy Hawaiian-grown produce by breaking down the old prejudice that vegetables grown here do not contain enough minerals. The Extension Service has a large order to fill, but already its efforts to correct these problems are being felt by all concerned.—*Robert C. Eekart, county agent, Kauai, Hawaii.*

The Greater Truth

"Our supreme allegiance as extension agents is owed to the welfare of the whole general country and not to agriculture alone" might well be the theme that agents carried home from the conference attended by county extension agents from 48 States, Hawaii, and Puerto Rico. To meet with, mingle and converse with, and to transact committee reports with agents from Georgia, Virginia, Florida, Illinois, California, Minnesota, New York, Maryland, and Pennsylvania could seem to do nothing less than bring a great diversity of problems and opinions. To an agent from Montana, fully convinced that no one State could have problems as challenging as those of land use, adequate health services, optimum diet, and farm-to-market roads, it was most revealing to find agents from nearly every one of these other States talking in terms of solution for those selfsame perplexities.

It is worth while to have been made so clearly aware of the fact that our great task is not mere instruction in planting, food preparation, food preservation, or sewing, but that it is the task of considering with farm people what consequences certain choices involve, and discussing with them the economic and social alternatives.

Secretary Wallace, in speaking to the extension conference group on May 8, stated: "When we learn greater truth, lesser truth is cast aside." This might well be applied to the idea of the conference as a whole. By an exchange of problems, experiences, and points of view among agents representing each one of our 48 States, our lesser problems were molded into the structure of the greater problem of the life and salvation of farm-family living and of agriculture.—*Helen N. Allen, home demonstration agent, Missoula County, Mont.*

Course in Cooperatives

To meet the demand for information about cooperatives, the University of Wisconsin Extension Service has prepared a correspondence study course in cooperative marketing in which both consumer and producer aspects of cooperation are considered. Prof. M. A. Schaars who conducts the course explains that its purpose is to interpret for the student the historical background, basic philosophy, fundamental principles, possibilities, and limitations of the cooperative movement.

Savings on the Food Bill

More than 10,000 farm families of Virginia were helped through the 1938 home demonstration program to plan and carry out a real farm food production program to fill their well-planned budgets, reports Maude E. Wallace, assistant director, in charge of home-demonstration work. This food was conservatively valued at \$742,000, or an average of \$74 per family, which is almost as much as the cash available for food for the average Virginia farm family. The estimated cost of this canned food was \$153,000, or less than one-fifth of its value, which shows a net saving of \$625,000 resulting from the planning and canning program.

4-H Accounts

Seventy-four McMinn County, Tenn., 4-H Club girls are keeping personal accounts this year, according to Myrtle Webb, home demonstration agent. These girls represent 14 communities. At each meeting, the account books are checked. Helen Bright, president of the Mt. Lebanon Club, has saved enough money to buy a calf.

ON THE CALENDAR

Annual Meeting of Future Farmers of America, Kansas City, Mo., October 14-21.
National Dairy Show, San Francisco, Calif., October 21-30.
Annual Outlook Conference, Washington, D. C., October 30-November 4.
Fifty-third Annual Convention of the Association of Land-Grant Colleges and Universities, Washington, D. C., November 14-16.
Convention of National Grange, Peoria, Ill., November 15-23.
American Society of Agronomy and the Soil Science Society of America, New Orleans, La., November 22-24.
International Livestock Exposition, Chicago, Ill., December 2-9.
National 4-H Club Congress, Chicago, Ill., December 2-9.
Twentieth Annual Meeting of American Farm Bureau Federation, Chicago, Ill., December 4-8.
AAA Cotton Referendum, December 9.

IN BRIEF

Texas County Agents' Meeting

Texas county agents, in the course of their recent annual conference at Texas A. and M. College, completed organization of the Texas County Agricultural Agents Association and became the 46th State to affiliate with the national group.

With 268 members, the Texas association is the largest in the Nation. The purpose of the association as announced by Jack McCullough, Collin County agent and president, is to "promote the professional improvement of its members, to cooperate in every manner appropriate for the welfare of the Extension Service, and to aid in building and maintaining high standards of service to the farm and ranch people of Texas."

When Bess Carried the Agent

T. A. Bowen, county agent in Pickens County, S. C., used to depend on old Bess to take him around the county, and now more than likely she is the oldest living horse driven by an agent in the early days. Agent Bowen started to drive Bess in 1913, 1 year after he came to Pickens County, where he has served continuously.

Bess was a splendid buggy horse and was also efficient in front of a plow. As a matter of fact, she is still able to pull the plow, but her duties now are light, just plowing the garden on County Agent Bowen's farm.

A Cow on Every Negro Farm

With this as their slogan, Negro farmers of Hertford County, N. C., are cooperating to improve their livestock. Already community bulls have been placed in the Mill Neck and Mapleton sections, and the Mapleton bull is even grazing in a community pasture.

W. C. Davenport, the Negro farm agent, made a check-up of the situation and discovered that none of the Negro farmers in the county owned a pure-blooded bull. The Mapleton Negro farmers got together and organized their own purebred bull association. They sowed a spring pasture on one of the farms. The grass grew so fast that the bull was unable to keep it grazed, so the Negro farmers brought their milk cows to the field each morning.

Recently the Mill Neck Negroes bought a purebred Guernsey bull said to be the first purebred animal ever owned by a Negro of that section. The female offspring of the bull will be sold to other members of the association, and the males will go to the butcher.

Lespedeza Increases

Lespedeza in Randolph County, Ark., has risen from a few plantings in 1935 to a place as one of the major crops of the county, according to Jack Carter, county agent.

In 1935, 26 Randolph County farmers seeded 200 acres in small demonstration plantings of lespedeza; and in 3 years this small start has increased to more than 20,000 acres, an acreage as large as that devoted to cotton.

Book Week

Book Week will be observed from November 12-18 with the theme "Books Around the World." This is the twenty-first anniversary of Book Week. It will be observed throughout the country in schools, libraries, and 4-H clubs interested in books and reading for young people. A Book Week manual, listing projects, plays, and practical aids for observance may be obtained from Book Week Headquarters, 62 West 45th Street, New York City.

Profitable Wool Gathering

Approximately three-fourths of the medium wools produced in Pennsylvania are marketed cooperatively, according to W. B. Connell, livestock extension specialist. The pools are handling more and better wools this year, he stated, with 32 wool growers' associations handling approximately 750,000 pounds of wool for some 5,000 farmers in 44 Pennsylvania Counties. The first 200,000 pounds of wool marketed by 8 associations returned a net average of slightly more than 29 cents per pound to the growers. Sealed bids are received by the board of directors of each association.

CONTENTS

	Page
Emphasis on Marketing—an editorial	Inside front cover
County Cooperative Councils	
D. C. Dvoracek, Minn.	145
The Rural Urban Idea Takes Root	146
L. I. Bennett and Floyd D. Dowell, Okla.	147
Cooperation Brings Cotton Out of Chaos	
Quality Overcomes Distance	
R. G. Fowler, Jr., Oreg.	148
Developing a Marketing Agreement	
W. M. Case, Colo.	149
Coordinated Services and Programs for Agricultural Marketing	
Dr. A. G. Black	150
Going to Market to Learn	
M. P. Mitchell, Ind.	151
The Family Angle	
Lydia Tarrant, Vt.	152
1940 AAA Program is Announced	
Kit Carson County Takes an Inventory, Colorado	153
4-H Fellowships, Florida and Indiana	154
Around the Conference Table	
W. A. Rowlands, Wis.	155
First County Land Use Plan Received	156
Egg Quality Holds the Market	
E. A. Perregaux, Conn.	157
Who's Who Among the First Agents	158
My Point of View	160

ov 1-1939

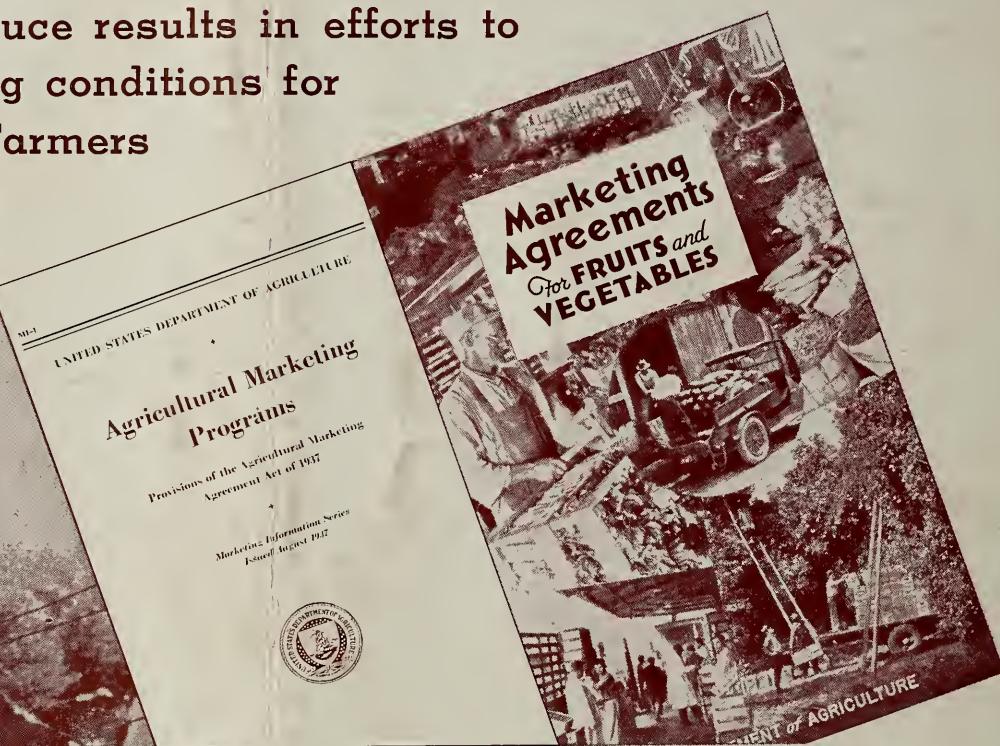
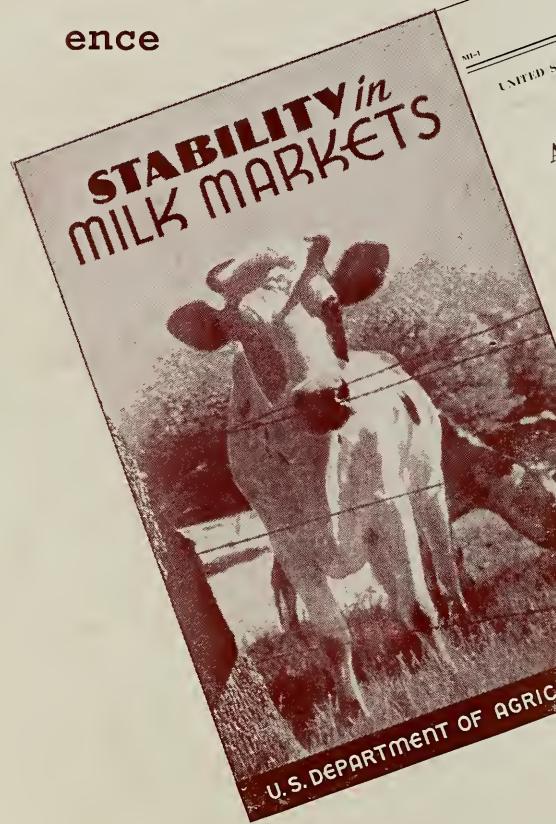
ct 25 1939

ov 27 1939

dec 6 1939

More Than a "CATCH PHRASE"

is needed to produce results in efforts to improve marketing conditions for farm products. Farmers have learned this from experience



The Agricultural Marketing Agreement Act of 1937 makes available to farmers the machinery for specific marketing programs. These programs, operating through marketing agreements and orders, establish the "rules" which govern the handling of agricultural commodities in certain producing or marketing areas

Marketing agreement programs are designed to make more effective the organized efforts of farmers to improve selling conditions for their products and to bring greater stability to their markets

These three publications explain what marketing agreement programs are and how they work. Write for them.

UNITED STATES DEPARTMENT OF AGRICULTURE

Division of Marketing and Marketing Agreements

Washington, D. C.